INTERNATIONAL WIRELESS COMMUNICATIONS EXPO

2016 Exhibit Space Application and Contract

March 23-24, 2016
North Hall
Las Vegas Convention Center
Las Vegas, NV
www.iwceexpo.com

In Partnership With:

IWCE's URGENT COMMUNICATIONS

SOCIAL MEDIA:

We want to follow you! Please provide us with your usernames:

Facebook:_____

Twitter:_____

FOR SHOW MANAGEMENT USE ONLY:

Date Received:_____

Accepted by:_____

Booth Assigned:_____

Size:_____

Sq. Ft.: _____

MAIL OR FAX WITH PAYMENT TO:

IWCE 2016 c/o Penton
24654 Network Place
Chicago, IL 60673

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I. COMPANY INFORMATION

Company Name: _____

Website: _____

Address: _____

City: _____ State: _____

Zip: _____ Country: _____

Phone: _____ Fax: _____

*Please include city and country codes.

Primary Contact Name : _____ Title: _____

Email: _____ Phone: _____

Secondary Contact Name: _____ Title: _____

Email: _____ Phone: _____

II. BOOTH SPACE REQUIREMENTS

PRICING:

Inline	10x10	$3,200
	10x20	$6,400
	10x30	$9,600
Corner	10x10	$3,500
	10x20	$6,700
	10x30	$9,900
Island	Under 1200 sq.ft.	$31 sq. ft.
	Over 1200 sq. ft.	$30 sq. ft.

*2nd inline corner fee =$300. No corner charge for islands.

Minimum Booth Size: 10x10 = 100 sq. ft. (3.05m x 3.05m = 9.3m^2 approx.)

Space Preferences: 1st _____ 2nd _____ 3rd _____

Prefer Not To Be Located By: _____

Products To Be Exhibited: _____

Desired Booth Size: _____ x _____ = _____ sq. ft.

US $ per sq. ft $_____ x _____ (total sq. ft.)= $_____

Corner Charges = $_____

Total Price (see chart to the left) = $_____

III. MARKETING OPPORTUNITIES

☐ Exhibits Plus Option $1,295

- Exhibitor listing with your company logo in IWCE's Show Directory, distributed onsite and online to all IWCE attendees. Deadlines apply.
- Enhanced online exhibitor listing to include company logo and ability to upload additional documents including press releases or product sales sheets.
- IWCE Post-Show Attendee List (Name, Title & Company Name only).
- IWCE Post-Show Mailing List distributed through a 3rd party mail house.
- Logo and URL posted to IWCE Featured Exhibitors section of IWCE's Urgent Communications website.
- Mobile App – Logo on your listing in the mobile app, and unlimited PDF uploads. Post Show metrics are available.
- Video – Exhibitor may upload an existing video to their IWCE online exhibitor listing.

Contact Me With Additional Information On:

☐ 2015 Post-Show Eblast
☐ Mobile App
☐ IWCE's Online Advertising
☐ IWCE's Urgent Communications' Advertising

IV. PAYMENT INFORMATION

Exhibit Space $_____
+ Exhibits Plus $_____
+ Sponsorships $_____
= Total Cost $_____
AMOUNT PAID/DUE $_____

☐ Check #:_____ enclosed.
Payable in U.S. funds to **IWCE 2016**
Mail Completed contract and check to:
Penton
24654 Network Place
Chicago, IL 60673

☐ Credit Card
For your security, credit card payments must be made online at www.iwceexpo.com/payments once you receive your invoice. You will receive detailed instructions and a password along with your invoice via e-mail. Your deposit is due immediately upon receipt of your invoice. Please contact your sales manager for more information.

V. EXHIBIT SPACE TERMS

By signing below, I agree to the Contract Terms and Conditions on back.

- 25% of total amount **Required Deposit** (must accompany all contracts upon signing)
- 50% of total amount **Due - August 28, 2015** (must accompany all contracts submitted on or before August 28, 2015)
- 100% of total amount **Due - December 4, 2015** (must accompany all contracts submitted on or after December 4, 2015)

Please read the Cancellation/Reduction in space policy (see #7 on page 2 of this contract) before signing.

Authorized Signature: _____ Date: _____

Name (please print): _____ Title: _____

Acceptance of this application by Penton constitutes a contract. Applicant agrees to abide by the Contract Terms and Conditions for IWCE 2016.

CONTRACT TERMS AND CONDITIONS

IWCE 2016 • March 23-24, 2016 • Las Vegas, Nevada U.S.A.

IWCE 2016 is produced by Penton. IWCE 2016 is sponsored by IWCE's Urgent Communications, a Penton property. Penton and the sponsoring properties are hereinafter referred to as "Show Management."

1. Contract for Space: The contract for space, the formal notification of space assignment and full payment of fees together constitute a contract between the exhibiting organization, hereinafter known as the Exhibitor, and Penton Business Media, Inc., hereinafter known as "Penton" or "Show Management", for the right to use space for IWCE. The contract is based upon the plan of exhibit rates shown thereon and general information contained in the exposition prospectus and sales kit, all of which are to be considered along with details on all pages of this form as part of the contract.

All measurements shown on the floor plan are approximate and Show Management reserves the right to make such modifications as may be deemed to be necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. Show Management also reserves the right to adjust the floor plan to meet the needs of the exposition.

2. Installation and Dismantling of Exhibits: Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates hereinafter shown. The exhibits must be ready for inspection no later than 8:00 am of the first show day. Should an exhibit not be set by 8:00 am of the first show day, Show Management reserves the right to have the Official Exhibit Services Contractor install the exhibit or remove unopened freight at the expense of the exhibitor. Dismantling may not begin until the close of the exposition on the final show day.

Goods and materials used in any display shall not be removed from the exhibit hall until the exposition has officially been closed. Any exception to this rule must have the written approval of Show Management.

Dismantling must be completed and all exhibit materials removed by the final moveout date and hour shown. (NOTE: Exhibitors are advised to remove small, portable items immediately upon conclusion of the exposition.

3. Storage – Boxes and Packing Crates: Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to 8:00 am of the first show day, all boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse. (NOTE: Storage labels will be provided at the Official Exhibit Services Contractor's Desk.)

4. Minors and Children: Persons under 18 years of age will not be permitted in the exhibit area.

5. Floor Plan: The floor plan for this exhibit will be maintained as originally presented wherever possible. However, Show Management reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the industry.

6. Applications for Space – Conditions: Reservations must be made on the Space Application form which must contain complete information. Show Management reserves the right to reject applications for space.
It is the policy of Penton to limit the use of exhibit spaces to firms whose products or services contribute to the purposes of IWCE. NO CASH SALES WILL BE PERMITTED.

7. Payment Schedule/Cancellation or Reduction of Space/Exhibits Plus: The payment schedule is listed on the face of the contract and below. Cancellation of this contract or reduction of space/exhibits plus must be in writing, and by mutual consent of the applicant and Management, except that Management may unilaterally cancel this contract for non-payment of any balance due by the date specified. If cancellation or reduction of space/exhibits plus is agreed to, applicant will be liable for payment based on the following schedule: Cancellation or Reduction of Space/Exhibits Plus Penalty: Space/Exhibits Plus cancelled or reduced on or before August 27, 2015 will be charged a 25% service charge on the net cost of the original space. Space/Exhibits Plus cancelled or reduced between August 27, 2015 and December 4, 2015 will incur a 75% service charge on the net cost of the original space/exhibits plus. The full contract price is due and payable and non-refundable for any space cancelled or reduced on or after December 4, 2015.

8. Space Assignment: Space assignment will be indicated on the accepted contract. However, should conditions or situations warrant, Show Management has the unqualified right to reassign space for the best interest of the exposition. Exhibitors must rent sufficient space to contain their exhibit completely within the confines of booth lines. Equipment may not extend into the aisles, over the aisles, or across the exhibitor's purchased booth line. Heights and Depths addressed in the Exhibitor Kit must be observed.

Wait List: Exhibitors have an opportunity to be placed on a Wait List for an alternative location on the show floor upon request. Exhibitors must have space reserved and appropriate payment received to be moved per the Wait List request (see Section 7. Payment Schedule/Cancellation or Reduction of Space).

9. Sharing/Subletting Space: No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment, or materials from other than their own firm in the said space.

Show Management policy prohibits subcontracting of exhibit space. Should an exhibitor decide to cancel, exhibit space reverts back to Show Management.

10. Exhibitor Personnel: Each exhibitor will furnish Show Management, in advance, the names of those persons who will staff the booth on the Exhibitor Personnel Form furnished by IWCE in the Exhibitor Service Manual. Personnel will be admitted to the show floor at 8:00 am each day. In the event earlier admission is required, special permission must be obtained from Show Management.

Exhibitor's representatives manning the exhibit will be owners, employees or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exposition. Such badges will be supplied upon presentation of the list of personnel by the exhibitor or by application made at the Exhibitors' Registration Desk. Each exhibitor will place on file in the Show Management Office the name of the representative (including hotel or local phone number) who has primary responsibility on the floor for the exhibitor's display, and who is authorized to make decisions for the exhibitor as requested by Show Management on-site or in the case of an emergency.

Note: Supplying Exhibitor personnel badges to current or prospective customers by exhibitors is expressly forbidden. If such use of exhibitors' badges is made and this is recognized, individuals wearing said badges will be removed from the premises and badges will be confiscated. Show Management will supply Guest Passes, which the Exhibitor may distribute to said customers for purpose of attendee registration. The Exhibitor personnel registration is to be used solely for employees or agents of the Exhibitor.

11. Displays and Construction: Show Management has arranged for a standard uniform booth background, including header sign (7" x 44") with exhibitor's name and booth number.

Equipment must be spotted within the confines of the exhibit space, and allow sufficient space for exhibitor personnel to conduct business within the space.

All demonstrations must be within the confines of the exhibit space. Aisles must not be obstructed at any time by exhibitor personnel or attendees. Show Management reserves the right to unilaterally determine if a demonstration interferes with adjacent exhibit spaces and may, if necessary, order its discontinuation. Note: Please refer to the exhibitor manual for specific booth dimension instructions.

12. Contractors Services: All services, such as furniture, carpeting, labor, cleaning, storage of boxes and crates, shipping and other special services must be arranged through the Official Exhibit Services Contractor. An Exhibitor Service Manual will be provided with proper forms for ordering such services. Forms should be carefully prepared and returned by the deadlines noted to avoid late charges.

Independent Contractors: Notification to use an independent contractor to install/dismantle exhibits must be received forty-five (45) days prior to the first day of the show. If an exhibitor elects to use any contractor other than the official contractors designated by IWCE, IWCE is not in a position to intercede in disputes on behalf of the exhibitor. See rules in Exhibitor Service Manual for other requirements. Notification to use independent contractor(s) must go to both show management and the Official Exhibit Services Contractor.

13. Character of Exhibits: It is the desire of Show Management that each exhibitor design and create an exhibit of an attractive nature which will enhance the overall appearance of the exposition and be a credit to the industry. We request that all exhibitors respect applicable clauses of the American with Disabilities Act.

Show Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exposition. Exhibits must be in good taste as determined by Show Management. It is the exhibitors responsibility to create an attractive display area. The exhibitor is required to provide carpet to cover the area contracted, including under carpet equipment.

Provided with the booth space rental by Show Management for a standard booth is the 8' cloth backdrop, 36" side cloth dividers, 7" x 44" identification sign (see order form in Exhibit Service Manual).
Any part of an exhibit space which does not complement the purpose of the exhibition must be corrected at the exhibitor's expense. Show Management reserves the unilateral right to correct any unsightly exhibit and the exhibitor agrees to pay Show Management for expenses incurred in making the necessary alterations.

14. Gadgets, Gimmicks, Demonstrations, Music and Sound: Side show tactics, scantily clad individuals or other undignified promotional methods will not be permitted. Exhibitors are asked to observe the "good neighbor" policy at all times. Exhibits should be conducted in a manner not to be objectionable or offensive to neighboring booths. The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise-making devices are restricted to within the exhibitor's booth. Show Management reserves the right to determine when such items become objectionable.

Show Management requires exhibitors to obtain music licenses through ASCAP and BMI if they intend to use Copyrighted music in their booths. Show Management is not responsible for the music used by exhibitors, and Exhibitor hereby agrees to indemnify, defend and hold harmless Show Management, its affiliates, and each of their respective officers, directors, employees, and agents from and against any and all losses, claims, costs or damages, including attorneys fees, arising out of or related to any actual or alleged infringement of any third party intellectual property or proprietary right(s) in connection with the event, including without limitation Exhibitor's use of any music in its booth.
Balloons, horns, odors, or congestion in Exhibitors' booths are not permitted.

Give-aways, demonstrations and/or entertaining the attendees in booths, must be arranged so that attendees coming into the exhibit do not block aisles or overlap into neighboring exhibits.

The operation of equipment indoors will not be permitted on a continuous basis. Operation of equipment may be approved for demonstration purposes for short periods (approximately one to five minutes), provided Show Management is notified in writing (30) days prior to the first day of the show. Booths must be policed by each exhibitor so that disruption or noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the exclusive right to determine at what point a disruption or sound level constitutes interference with other exhibits and must be discontinued.

Exhibitors may be asked to discontinue any demonstrations indoors during show hours if surrounding exhibitors lodge complaints of excessive noise or other disruptions.

Racing lights, flashing lights and strobe lights are considered offensive to neighboring booths and are not permitted unless it is part of the product demonstration.

Exhibitors may take photos or videos of their display, however, they are not permitted to directly take pictures of any other display, or instruct others to take such pictures, without written permission by Show Management and the exhibitor whose display is being photographed.
Exhibitors must respect the privacy of other exhibitors and not intrude or disrupt another exhibitor while they are conducting business on the show floor.

15. Other Exhibits: The Exhibitor agrees that neither they, their agents nor their distributors will distribute publications or conduct any other display or exhibit any equipment bearing their trademark within a three mile radius of the exposition covered by this contract or its officially designated hotel properties during the dates of said exposition. This limitation does not apply to participation in other trade association exhibitions which may coincidentally be ongoing in the same city, or to exhibitor's regular place of business or show room. Violation of this provision by an exhibitor will constitute a breach of the contract and Show Management may, in its sole discretion, cancel this contract and exhibitor will remove their display and any equipment contained in the exhibit hall and forfeit all payments to Penton pursuant to this contract.

16. Soliciting – Access to Lists, Samples & Prizes: No exhibiting firm, organization or trade publication, regardless of its product or service, is permitted to sell product off the show floor. No soliciting of registrants shall be permitted in the aisles or in other exhibitors' booths. Samples, catalogues, pamphlets, publications, souvenirs, etc., may be distributed by exhibitors and their representatives (including hosts and hostesses) only within their own booths. No exhibitor will be permitted to conduct any prize drawings, awards for signing of names and addresses, etc., without prior written approval of Show Management. Signs showing the price of items must not be displayed. Penton reserves the right to limit access to attendee, exhibitor and any other list or information gathered by Penton, or its contractors.

Exhibitors that publish industry publications may only distribute their publications outside their booths only to the other exhibitors and only during show hours with prior written consent.

17. Flammable Materials: Flammable fluids, substances, or material of any nature are prohibited in the booth and in the storage area behind the booth. All decorative materials must be flame-proofed before being taken into the exhibit hall, and must comply with local fire regulations. Transferring of flammable liquids while in the exhibit hall is expressly prohibited. Electrical equipment and wiring must meet all safety codes.

18. Beverages and Foods: Food and/or beverages may be supplied by the exhibitor, with the prior written consent of Show Management and the Facility. Alcoholic beverages are limited to beer and wine in the exhibition. Note: Corkage fees to the Facility may be required.

19. Liability: Neither Show Management, its affiliates, the official service contractors, exhibit hall management, Penton's security service, nor any of the officers, directors, agents or employees of the above will be responsible for the safety of property of exhibitors from theft, strikes, damage by fire, water, storm or vandalism or other causes. Show Management will take reasonable precautions through the employment of security personnel to protect exhibits from such loss.

All property of the exhibitor is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall and subject to the rules and regulations for the exposition.

Note: Exhibitors are to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the person and property of others. By executing the Contract for Exhibit Space, Exhibitor warrants that there is in effect said insurance policy covering the Exhibitor, with coverage remaining current through Exhibitor's occupancy of IWCE and the Convention Center.

Exhibitor must comply with all applicable laws, statutes, regulations, rules, and ordinances and exposition facilities' safety regulations. Corrections will be made at Exhibitor's expense. If corrections cannot be made, exhibit shall be removed at Exhibitor's cost, with no liability accruing to Show Management. Under no circumstances may the weight of any exhibit material exceed the specified maximum floor load of the exhibit hall. Exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of his exhibit material to conform with the floor loading specifications.

Indemnity: Exhibitor agrees to indemnify, defend, and hold harmless Show Management, its affiliates, and each of their respective officers, directors, employees, contractors, and agents (all of the foregoing, the "Indemnified Parties") from and against any and all third party claims, losses, costs, and other liabilities (including reasonable attorney's fees) ("Losses") that are caused by, arise from, or grow out of, or otherwise in connection with, Exhibitor's use of its booth space and/or Exhibitor's attendance at or participation in any aspect of the event, in each case except to the extent such Loss is caused by the gross negligence or willful misconduct of such Indemnified Party.

Without limiting any other provision hereof, the exhibitor is charged with knowledge of all applicable laws, ordinances and regulations pertaining to business licenses, health, fire prevention and public safety affecting his participation in the exposition. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor. If unusual equipment is to be installed, the exhibitor must communicate with Show Management for information concerning the facility or applicable regulations.

Show Management will not be liable for the fulfillment of this contract as to the delivery of space if non-delivery is due to any of the following causes: By reason of the building being destroyed or substantially damaged by fire; act of God; public enemy; strikes; authority of law; or any other cause beyond the reasonable control of Show Management. In the event of not being able to hold the exposition for any of these reasons, Show Management will refund to each exhibitor the amount they paid for their space less a prorated share of all the expenses incurred for the exposition up to the date of required cancellation and will have no further liability to exhibitor.

20. Damage: Exhibitors will be liable for any damage caused by fastening fixtures to the floors, walls, columns or ceilings of the exhibit building and for any damage to equipment furnished by Show Management or service suppliers designated by them.

21. Violation: Any violation by the exhibitor of any of the terms or conditions herein shall subject exhibitor to cancellation of its contract to occupy booth space and to forfeiture of any monies paid on account thereof. Upon written notice of such cancellation, Show Management shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.

22. Social Functions/Special Events: Any social function or special event during IWCE, in the host city, is reserved for exhibiting companies and must be approved by Show Management.

23. Show Rules: In the event that unforeseen events make it necessary, Show Management will have the right to amend these rules and regulations or make additions thereto, and all such amendments or additions shall be made known promptly to each exhibitor. Show rules are promulgated separately and are tailored to the individual exhibit hall.

IWCE's URGENT COMMUNICATIONS

ADVERTISING OPPORTUNITIES

WEBSITE ADVERTISING

73,000 average monthly page views/32,000 monthly unique visitors:

- **Top Leaderboard** (728W x 90H) - **Rate: $41 net CPM**
- **Bottom Leaderboard** (728W x 90H) - **Rate: $25 net CPM**
- **Top Boombox** (300W x 250H)- **Rate: $50 net CPM**
- **Bottom Boombox** (300W x 250H) - **Rate: $32 net CPM**
- **Top Mini Boombox** (300W x 100H) - **Rate: $38 net CPM**
- **Bottom Mini Boombox** (300W x 100H) - **Rate: $38 net CPM**

NEWSLETTER ADVERTISING

IWCE'S UC TODAY

Timely coverage and analysis of the communications technology industry, across five key market segments: government/military, public safety, utility, transportation & business enterprise. Deploys on Tuesdays and Thursdays and there are six advertising opportunities in each issue. Delivered to over 18,000 opt-in subscribers. Each ad allows for 50 words of text including headline and URL.

Banner (468W x 60H or 180W x 150H)
- Top Banner **($750 per insertion)**
- Middle Banner **($500 per insertion)**
- Bottom Banner **($250 per insertion)**

Tower (160W x 600H or 120W x 600H)
- Top Tower **($750 per insertion)**
- Middle Tower **($500 per insertion)**
- Bottom Tower **($250 per insertion)**

UC DEALER INSIGHTS

Technology evolves at warp speed—blink and the landscape changes, often dramatically. Dealers and resellers continually encounter a plethora of new opportunities—and challenges—to meet the needs of their rapidly evolving customers. IWCE's Urgent Communications has launched a new monthly e-newsletter called IWCE's UC Dealer Insights, to help navigate this unpredictable landscape. Delivered to 10,000 opt-in subscribers.

Cost per month for a 300W x 250H ad:
- POSITION 1 - **$1500**
- POSITION 2 - **$1250**
- POSITION 3 - **$1000**
- POSITION 4 - **$750**

CUSTOM E-NEWSLETTERS

IWCE's Urgent Communications custom e-newsletters are a joint effort between the sponsor and our editorial staff, and cover the gambit of subjects affecting the communications technology industry. Each custom e-newsletter is sponsored by one company, giving you the opportunity to capture the market exclusively. **Rate: $5,500 per email**

OTHER FEATURED ADVERTISING

CUSTOM E-POSTCARDS

ePostcards are the perfect way to reach targeted prospects via email. This personalized, single-sponsored message is sent in a brand-recognizable, templated format that is easy to digest. With high-impact messaging, it provides exceptional ROI by driving impressive click-throughs and encourages audiences. **Rate: $1,500 per email**

FAQS

This new product gives our editors the opportunity to answer the most frequently asked technical questions. Created in PDF format, these handy, two-page guides offer a quick-read format and efficient presentation.Sponsor can include up to two qualifying questions on registration page and position themselves along relevant content with a 2/3 page ad. **Rate: $2,000 per FAQ**

WEBINARS

Webinars are a great way to set you apart from your competitors. Stand out as an industry and thought leader as you leverage the strength of the trusted IWCE's Urgent Communications brand. Along with the 1-hour sponsored event, you will receive an integrated marketing campaign to promote the webinar. **Rate: $8,000**

WHITE PAPERS

Share your knowledge and distribute educational white papers, industry research, articles or case studies. IWCE's Urgent Communications will generate leads via our customizable registration forms. **Rate: $4,000**

TRAINING & CERTIFICATION

Receive training and certification from IWCE"s Urgent Communications. **Rate: Contact Your Sales Rep For More Information**

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Stephanie McCall • Brand Director • 913.981.6146 • Stephanie.McCall@penton.com